



Programming subject to change.

DAY 1 – Monday, September 30, 2024

7:30 a.m. to 8:30 a.m. **Registration/Breakfast/Networking**

8:30 a.m. to 10:00 a.m. **General Session: Opening Remarks**
Speaker: Daniel Nāho‘opi‘i, Interim President & CEO, Hawai‘i Tourism Authority

Keynote Speaker: Alex Lasry, Deputy Assistant Secretary for Travel and Tourism, U.S. Department of Commerce, International Trade Administration

10:00 a.m. to 10:30 a.m. **Expo Open/Coffee Break**

10:30 a.m. to 11:45 a.m. **Concurrent Sessions #1**

‘Ike Pono: Safeguarding Hawai‘i’s Unique Intellectual Property in the Visitor Industry

Hawai‘i’s cultural heritage is a treasure but also vulnerable to exploitation. This panel will delve into the complex issues surrounding the protection of cultural intellectual property (CIP) in the visitor industry. International, regional, and local experts will discuss the challenges and opportunities in protecting Hawai‘i’s unique cultural heritage, traditional knowledge, and brand identity in a thriving visitor industry.

Cultivating Agritourism in Hawai‘i: Insights from Industry Leaders

This session features a panel of seasoned professionals who have successfully transformed local agriculture into immersive experiences for visitors and developed value-added products. Hear firsthand stories as they share their journeys, challenges, and triumphs in building thriving agritourism ventures. Whether you’re a farmer looking to diversify your income, a tourism professional interested in expanding your offerings, or simply curious about the future of agritourism in Hawai‘i, this session will provide valuable insights, practical advice, and inspiration for anyone involved in or exploring this exciting niche tourism.

Speakers: Wendy Gady, Executive Director, Agribusiness Development Corporation; Jason Brand, Kō Hana Rum; Will Lydgate, Lydgate Farms; Pomai Weigert, Agritourism Advisor, Hawai‘i Agritourism Association

Building Local Capacity through Regenerative Tourism

Join us for an insightful panel discussion on leveraging tourism revenue to empower local small businesses and non-profits. We'll explore strategies to

reinvest visitor dollars back into the community, helping these organizations expand their reach and contribute to a more sustainable, circular economy. Discover how this approach not only benefits local entrepreneurs but also enhances the overall visitor experience.

Speaker: Rebecca J. 'I. Soon, Chief Operating Officer, Solutions Pacific, and members from HTA's Foundational Technical Assistance and Visitor Experience Community Tourism Collaborative's Cohorts

Island By Island: Marketing Strategies Across Hawai'i

As the HTA and its partners continue to formalize regenerative tourism practices in all that we do, the community has always remained the motivation, foundation, and inspiration to give back. We've seen through our commitment to 'Āina Aloha Economic Futures principles that supporting community and engaging Hawai'i businesses better positions Hawai'i's people; through our Destination Management Action Plans, protecting natural resources allows the beauty of this place to flourish; and that when we share this kuleana with our visitors, each island has its unique needs and qualities. This panel will take you on a huaka'i to each island to see what those unique needs and qualities are and how you can get involved.

Speakers: Sue Kanoho, Executive Director, Kaua'i Visitors Bureau; Sherry Duong, Executive Director, Maui Visitors & Convention Bureau; Noelani Schilling-Wheeler, Executive Director, Oahu Visitors Bureau; Scott Pauli, Executive Director, Island of Hawai'i Visitors Bureau

Using Geolocation Insights to Drive Regenerative Tourism

Join Evan Saunders, VP of Global Tourism and Hospitality at Azira, for this interactive workshop on using real-time, in-market behavior and insights to identify unique traveler audiences and promote critical sustainable tourism initiatives. Learn how these efforts can help manage tourist interactions with culture and natural resources, support community engagement, and manage tourism as visitors explore different destinations throughout the islands. Please bring a laptop to participate.

Speaker: Evan Saunders, Vice President, Global Tourism & Hospitality, Azira

Noon to 1:15 p.m.

Lunch

1:30 p.m. to 2:45 p.m.

Concurrent Sessions #2

Community-Driven Destination Management: The Transformation of Hā'ena State Park

Hā'ena State Park is a pioneering example of community-driven management, resulting in a better visitor experience and a renewed sense of pride among residents. However, the journey wasn't without its challenges. This session will explore the successes and unanticipated consequences of Hā'ena's management model, sharing best practices for community involvement in destination management. We'll also discuss what lies ahead for Hā'ena and how its lessons can inform the future of other destinations.

Speakers: Representative Nadine Nakamura; Chipper Wickman; Joel Guy, Executive Director, The Hanalei Initiative; Sue Kanoho, Executive Director, Kaua'i Visitors Bureau; Alan Carpenter, Assistant Administrator, DLNR Division of State Parks

A World Class Arts Destination: Current Offerings Throughout the Hawaiian Islands

The Department of Business, Economic Development and Tourism's (DBEDT) Visitor Satisfaction (VSAT) results for the first quarter of 2024 found that at least 90 percent of visitors from each target market rated Hawai'i as having met or exceeded their expectations. Of those who participated in the study, seven out of ten visitors engaged in history, culture, and fine arts activities during their last visit. In this session, we'll see what world-class art experiences our visitors and kama'āina can look forward to.

Speakers: Aaron Sala, Incoming President & CEO, Hawai'i Visitors & Convention Bureau; Dane Lam, Music Director, Hawai'i Symphony Orchestra; and Rosina Potter, Executive Director, Hawai'i Contemporary.

The Evolving Role of OTAs: Advancing Hawai'i's Visitor Industry

Industry leaders will discuss the latest global trends from the perspective of online travel agencies (OTAs), highlight innovative advancements within the industry, and explore how the landscape is evolving both globally and specifically for Hawai'i. Additionally, you will gain insights into their initiatives that are shaping the future role of OTAs on both the global and local stages.

Speakers: Kevin Sahara, Director, Market Management - Hawai'i, Expedia; Malia Taito, Global President of IDEA

Emotional Solidarity: Co-Creating A Win-Win Host-Visitor Experience to Enhance Regenerative Tourism Demand and Support

“Emotional Solidarity”, building deeper emotional connections between a destination’s residents and visitors, holds potential for generating a shared sense of welcoming, understanding and emotional closeness between the two groups. In turn, growing these connections strengthens resident sentiment AND the visitor experience AND the destination’s brand in the minds of travelers. Omnitrak has tapped into its syndicated national Resident Sentiment and TravelTrak America traveler research to show how Emotional Solidarity has the potential to be a win-win-win for residents, visitors and destinations. Find out how!

Speaker: Chris Kam, President & COO, OmniTrak

3:15 p.m. to 4:30 p.m.

Concurrent Sessions #3

Integration of Mālama Hawai'i Values Into Business Models & Tourism Products

Hear from industry leaders about how they incorporate traditional Hawaiian values of "Malama" into their business models and tourism products. This involves embedding principles of respect, sustainability, and community well-being into their operations and offerings. By doing so, these businesses ensure that they not only honor cultural heritage but also positively impact local communities and the environment, fostering a more responsible and meaningful tourism experience.

Speakers: Konosuke Oda, Executive Officer, HIS and John Morgan, President, Kualoa Ranch, Inc.

Shaping Tourism for Hawai'i's Future

The Hawai'i Tourism Authority is developing the next iteration of the Destination Management Action Plans (DMAPs) for each island. There were many lessons learned from the past DMAPs. This interactive workshop is meant to spark ideas and provide an opportunity for attendees to provide input.

What We Can Learn from the Best Marketing Campaigns in the World

Studying the best marketing campaigns provides valuable insights into what makes marketing efforts successful. Top campaigns understand their target audience and how to tailor messages that resonate. Discover how to craft campaigns that not only capture attention but also drive meaningful engagement and results.

Speaker: Albert Samuelian, Managing Director & Strategy OMD USA

Health & Safety For All: Coordinating Emergency Plans For Residents & Visitors

4:30 p.m. to 6:00 p.m.

Welcome Reception in Expo Area

DAY 2 – Tuesday, October 1, 2024

8:00 a.m. to 8:30 a.m.

Registration/Breakfast/Networking/Expo open all day

9:00 a.m. to 9:20 a.m.

Welcome remarks

9:20 a.m. to 10:00 a.m.

General Session: Brand USA and its vision for international travel to the U.S.

Speaker: Fred Dixon, President & CEO, Brand USA

10:00 a.m. to 10:15 a.m.

BREAK

10:15 a.m. to 11:30 a.m.

Concurrent Sessions #4

Brand USA Marketing Partnership Opportunities

Join Suzy Shepard, Director, Global Trade Development and Maya Hua, Senior Manager, Partner Engagement as they provide a comprehensive global market update, offering valuable insights into current trends, challenges, and opportunities shaping the travel industry. Takeaways will include marketing programs that Brand USA produces that partners can participate in.

Speakers: Suzy Shepard, Director, Global Trade Development and Maya Hua, Senior Manager, Partner Engagement

HTA's Qurator Program: Elevating Responsible Tourism in Hawai'i Workshop

Explore the Hawai'i Tourism Authority's Qurator Program, a certification initiative promoting responsible tourism. Discover how the program guides businesses in environmental sustainability, cultural sensitivity, and community engagement. Hear from certified businesses about the benefits they've gained and learn how the program is shaping a sustainable future for Hawai'i's tourism. Gain insights on applying for Qurator certification and showcasing your commitment to responsible tourism practices.

Speakers: Jon Peahl, Quality Assurance Manager, Kilohana by CNHA; Tambara Garrick, CMO, Maui Farm Project; Jennifer Loh, CEO & Co-Founder, Travaras; and Kelly Knox, Corporate Responsibility Advisor, SouthWest Airlines

Outlook for Traditional Accommodations

Join us for the return of the popular Traditional Accommodations Update! Chase Oeser from STR and Jason Gamel from ARDA will share the latest trends impacting hotels and timeshare and what this means for you in Hawai'i.

Speakers: Jason Gamel, President & CEO, American Resort Development Association; Chase Oeser, Western Region Sales Manager, STR, Inc.

11:45 a.m. to 1:00 p.m.

Networking Lunch

1:15 p.m. to 1:35 p.m.

General Session: HTA - Overall Brand Marketing Strategies

Speaker: Daniel Nāho'opi'i, Interim President & CEO, Hawai'i Tourism Authority

1:35 p.m. to 1:55 p.m.

General Session: 2025 Strategies, Major Campaigns: Canada

Hawai'i Tourism Canada presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: Susan Webb, Country Director/President VoX, Hawai'i Tourism Canada

1:55 p.m. to 2:15 p.m.

General Session: 2025 Strategies, Major Campaigns: Oceania

Hawai'i Tourism Oceania presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: Darragh Walshe, Tourism Director AU/NZ, Hawai'i Tourism Oceania

2:15 p.m. to 2:35 p.m.

General Session: 2025 Strategies, Major Campaigns: Europe

Hawai'i Tourism Europe presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: Andreas Schunck, Account Director, Hawai'i Tourism Europe

2:35 p.m. to 2:45 p.m.

Q&A for Canada, Oceania, Europe

Speakers: Susan Webb, Country Director/President VoX, Hawai'i Tourism Canada; Darragh Walshe, Tourism Director AU/NZ, Hawai'i Tourism Oceania; Andreas Schunck, Account Director, Hawai'i Tourism Europe

2:45 p.m. to 3:05 p.m.

General Session: 2025 Strategies, Major Campaigns: Korea

Hawai'i Tourism Korea presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: TBC

3:05 p.m. to 3:25 p.m.

General Session: 2025 Strategies, Major Campaigns: China

Hawai'i Tourism China presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: Dennis Suo, Managing Director, Hawai'i Tourism China

3:25 p.m. to 3:55 p.m.

General Session: 2025 Strategies, Major Campaigns: Japan

Hawai'i Tourism Japan presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: Eric Takahata, Managing Director, Hawai'i Tourism Japan

3:55 p.m. to 4:05 p.m.

Q&A for Korea, China, Japan

Speakers: Dennis Suo, Managing Director, Hawai'i Tourism China; Eric Takahata, Managing Director, Hawai'i Tourism Japan

4:05 p.m. to 4:30 p.m. **General Session: Kilohana – Visitor Post-Arrival Marketing Program**
Kilohana by CNHA shares their Visitor Education Post Arrival Marketing Program activities for the upcoming year.
Speaker: Tyler Gomes, Administrator, Kilohana by CNHA

4:45 p.m. to 7:00 p.m. **Celebration of Hawai'i's Culinary Scene**

DAY 3 – Wednesday, October 2, 2024

7:30 a.m. to 8:00 a.m. **Registration/Networking**

8:00 a.m. to 8:15 a.m. **Welcome remarks**

8:15 a.m. to 9:15 a.m. **General Session: Transportation Outlook into Hawai'i**

9:15 a.m. to 10:15 a.m. **General Session: Building a Thriving Visitor Economy: Developing Hawai'i's Visitor Industry Workforce Pipeline**

As Hawai'i continues to evolve as a global tourism destination, the need for strategic and sustainable development within the visitor industry has never been more critical. This session will focus on the ongoing efforts to create and enhance pipelines that support the growth, resilience, and innovation of Hawai'i's visitor industry sector. Join key stakeholders representing different sectors of the tourism industry as they share their insights on what needs to be done to ensure the long-term success of Hawai'i's visitor industry workforce. Attendees will gain an understanding of the challenges and opportunities in building Hawai'i's tourism pipeline.

10:15 a.m. to 10:30 a.m. **BREAK**

10:30 a.m. to 10:55 a.m. **General Session: State of the Industry in U.S. Market**

How are the attitudes of US Travelers changing? What are the trends impacting destination selection? Join us for insights into the domestic market from David Reichbach of Future Partners as he presents the latest findings from The State of the American Traveler study. The state of the American Traveler study is conducted monthly and asks a representative sample of American travelers to report their experiences and feelings around travel.”

Speaker: David Reichbach, VP of Development, Future Partners

10:55 a.m. to 11:20 a.m. **General Session: 2025 Strategies, Major Campaigns: Meet Hawai'i**
Meet Hawai'i presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speakers: Lynn Whitehead, Vice President Global MCI Sales & Marketing, Hawai'i Visitors & Convention Bureau and Teri Orton, General Manager, Hawai'i Convention Center

11:20 a.m. to 11:50 a.m.

General Session: 2025 Strategies, Major Campaigns: HTUSA

Hawai'i Tourism USA presents their 2025 brand marketing plan, sharing market trends and marketing strategies across consumer, PR, and travel trade. The presentation will also cover major campaigns and programs planned for the year.

Speaker: Jay Talwar, Senior Vice President and Chief Marketing Officer, Hawai'i Visitors & Convention Bureau

11:50 a.m. to 12:05 p.m.

Q&A: Meet Hawai'i and HTUSA

Speakers: Lynn Whitehead, Vice President Global MCI Sales & Marketing, Hawai'i Visitors & Convention Bureau; Teri Orton, General Manager, Hawai'i Convention Center; and Jay Talwar, Senior Vice President and Chief Marketing Officer, Hawai'i Visitors & Convention Bureau

12:10 p.m. to 1:30 p.m.

Legacy Awards Luncheon